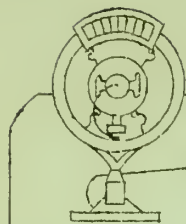


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The Hook Up

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AgentCounty
AgentExtension
Editor

A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

Vol. 1

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No. 6

WHAT LISTENERS WANT -- AND DON'T WANT

In the June issue, L. L. Longsdorf reported, in some detail, results of a survey of the Kansas radio audience. This time he summarizes the more pronounced likes and dislikes registered by KSAC listeners. Page 2.

The WOI Radio Book Club is one of radio's most unique and most popular educational features. W. I. Griffith, Director of WOI, tells something about its history and present status on page 3.

On page 4 we have with us again Cy Briggs, who reports that "Once in a While Something Happens."

And "Around the Dial," with news from Minnesota, Indiana, and Wisconsin, on page 5.

MORE ABOUT WHAT LISTENERS WANT
By L. L. Longsdorf, Director, KSAC.

Radio set-owners who listen to KSAC fairly regularly have these comments and suggestions to offer for the improvement of broadcasts:

There is a strong demand for the inclusion of service reports on KSAC programs -- complete markets, a detailed weather report, and one or more news reports daily.

The best time for a farm program is from 12:00 or 12:15 to 1:00 o'clock. Less than 10 percent of regular listeners to the present noon-day farm program listen regularly after 1:00 o'clock.

More than 40 percent of the cross-section audience "would listen to KSAC more frequently if KSAC programs were given more publicity in local newspapers."

Nearly 45 percent indicated that KSAC programs should include a greater amount of entertainment. However, at least three-fourths of the farmers listening regularly to the farm program at noon stated definitely that music and other entertainment features should not be included on that program; that the present type of straight information program should be continued.

A strong preference for shorter talks was shown. Most listeners suggested that talks be limited to 5 minutes, except in unusual circumstances.

About 70 percent of housewives interviewed expressed a desire for the inauguration of a "book-reading" program.

Approximately four-fifths of housewives interviewed expressed a desire for educational programs dealing with history, natural science, or current events, prepared in dramatic form especially for children of grade school age.

Very few listeners like either instrumental or vocal solos. Music presented by groups is strongly preferred, whether vocal or instrumental.

Greater variety in program make-up was suggested by a considerable number of listeners.

Material broadcast should be popularized in the greatest degree possible.

Broadcast programs by college students are well liked -- even when the quality is recognized as being low.

OHIO SUPPLEMENTS HOOK-UP

Gerald Ferris, Assistant Extension Editor, Ohio, prepares an Ohio supplement to the Hook-Up each month. Copies are mailed in bulk to the State extension office, where the one-page supplement is attached.

The July supplement informs us that "A check-up made on July 1 revealed that of the 22 commercial stations in Ohio, 16 are cooperating with the Ohio Agricultural Extension Service by broadcasting the Farm Flashes, the Housekeepers' Chats or by allotting periods for regular broadcasts by county extension agents.

"There are 46 agents in 33 counties who broadcast on a regularly scheduled basis over 9 commercial stations."

Duncan Wall, Oklahoma Extension Editor, and his assistant, S. D. Coleman, issued this summer a mimeographed circular "4-H Clubs on the Air", giving suggestions for 4-H broadcasts.

WOI RADIO BOOK CLUB
NOW ON SEVENTH YEAR

The WOI Radio Book Club, founded early in 1930 at Iowa State College, has recently completed another fiscal year and, writes W. I. Griffith, Director of Station WOI, "is still solvent."

"During the 77 months of the club's history," Mr. Griffith reports, "we have circulated 32,418 books. We have 1997 members, most of whom are active."

The WOI Book Club, first to be established in the field of broadcasting, was the outgrowth of demand from listeners to programs broadcast by the Iowa State College library. Beginning in 1925, members of the staff gave 10-minute book reviews in alternate weeks. The interest shown in these talks soon encouraged further expansion. The reviews became a weekly feature. Then in 1928, the reading of books over the air was started, a feature which has proved immensely popular.

Listeners to the library programs soon expressed an interest in reading the books about which they had heard. Especially did they want the newer books -- and at once. The Radio Book Club was established on a non-profit, cooperative basis, to meet this demand. The nominal membership fee covers mailing and other necessary costs.

Mr. Griffith gives some sidelights on the club's activities:

"Some of our members live in each county of Iowa and in all adjacent States. Fifty-five percent of the members in Iowa live on farms or in villages that do not have any kind of a library, and we think this percentage is rather small because we are quite sure that a number of our members on farms give only the name of the city or town and neglect to add R.F.D. to their address."

"A rather high percentage of our members have renewed their membership one or more times and our banner customer has renewed her membership 13 times. When she has completed her present membership she will have read 264 books."

"We have lost only five books in the past seven years and have a satisfactory explanation for each of these losses."

"Our Club is entirely self-supporting and has not been subsidized in any way except that the club does not bear the costs of administration. The college librarian purchases the books from funds provided for the club and I look after the correspondence. We do employ a student librarian who looks after such details as filling the orders and checking in the books as they are returned."

"Judging from the comment we find that the book club is a real service to many people who might have difficulty in securing books in any other manner. If any educational broadcasting station is interested, we will be glad to be of all possible service if they care to start such a library."

C. E. Kemmerly, Jr., county agent, East Baton Rouge Parish, writes:

"I am devoting one period a week at the noon hour to timely agricultural topics, over radio station WJBO, Baton Rouge, La."

Please send contributions to Alan Dailey, Radio Extension Specialist, United States Department of Agriculture, Washington, D. C.

ONCE IN A WHILE SOMETHING HAPPENS

By C. R. Briggs, formerly in charge
Farm Programs, KOAC.

You'll get a surprise out of your radio work some day, and when you do you'll feel good all over.

Well, it came right out of the blue the first time. I'd been putting on the farm hours for a couple of years, sometimes glad that someone would drop me a card and say that he liked the program, sometimes with an understanding feeling of the actor who'd been booed, and most of the time wondering who had heard and what they thought.

This May afternoon R. L. Clark, commission man at North Portland, called on behalf of the livestock exchange and asked for help. The longshoremens were on strike. Lack of transportation had caused the sawmills to shut down all over the Northwest. Meat couldn't be sold. The yards were full. Word came in that one of the heaviest runs in years was about to be rolled. The yardmen envisioned cattle, sheep, and hogs all over the place, in vacant lots, on the golf course near by. And with no change in the month-old strike situation there seemed no way to avoid a tangle and loss that would hurt everyone -- the man whose stock couldn't be sold, a market that couldn't handle the stock, the packer who couldn't buy or sell.

It was Thursday and too late to get word to the country papers. Radio was all that was left.

We at KOAC were glad to do all that we could. Several times on Thursday, more times on Friday and again on Saturday we asked that before anyone load his stock he get in touch with his commission man at North Portland.

You know, I wondered. Had we done any good? I asked R. L. And here is what he said: "By actual count we were able to show that between 60 and 70 cars of

cattle were held off the market. In spite of everything we still had around a hundred cars, but we got a clearance and are going fine from here on."

I was glad I had kept trying all those no-response months. Here was evidence that people listened, for if they hadn't, they wouldn't have heard the announcements.

Another experience wasn't right in the field of what we usually call agriculture. The last stands of timber are in Oregon and Washington. Their greatest menace is fire. At KOAC we broadcast a special fire weather summary daily during the summer time to keep everyone informed.

Last year the worst fire was up the McKenzie river on the west slope of the Cascade mountains. F. V. "Jack" Horton, assistant regional forester, was on the ground in charge of the fighters. They'd win a little; then the fire'd win a little; and they wondered to whom the weather would give the final victory. Then Jack heard the summary from KOAC "east wind out of Baker" over on the east side of the State. "East wind into Arlington", two hundred miles west. "Give me that wind and we'll win this fight right now," thought Jack. On it came into The Dalles, another hundred west of Arlington. Then Jack moved his army away from the east side and left the fire to blow into the ashes. With his men he went over to the other side of the fire and "knocked it down."

Sure I felt good! You will too.

(Mr. Briggs is now regional informational specialist, Soil Conservation Service, with headquarters at Spokane, Washington.)

A R O U N D T H E D I A L

MINNESOTA

EDITORS TO DISCUSS RADIO

"We use the regular Farm Flash period each Monday (over KROC, Rochester) in giving a summary of events that occurred the past week and points of interest brought out in connection with farm meetings. At the same time the schedule of meetings and topics to be discussed during the coming week are announced. This serves to remind people of 4-H and extension meetings coming off during the week.

"When an extension specialist is scheduled in the county we aim to use him on the radio hour before taking him out to the regular meetings.

"In the midst of the many discussion group meetings carried out in 45 Minnesota counties last winter, the discussion leader, Robert Freeman, and myself carried on one of these dialogue discussions over the air.

"A special 4-H 30-minute period is presented every Sunday afternoon at 3:15 p.m. Each of the 20 clubs in the county has presented a program and a second appearance is now being made. Four-H folks look forward to these broadcasts and undoubtedly they have helped in getting more people interested in 4-H work." -----
(Ray Aune, County Agent, Rochester.)

INDIANA

Russell Lehe, senior in the School of Agriculture, Purdue University, made a study last winter and spring, in connection with the extension editorial office, of the "Farm Service Given Indiana Farmers by Radio." A summary of results has now been completed and we hope to have a report in the next Hook-Up.

The American Association of Agricultural Editors, meeting in Madison, Wisc., August 18 to 20, will talk over "College and Extension Radio Programs" in a group discussion, with L. L. Longsdorf, Kansas, as leader. Special topics to be discussed are:

"The Radio as an Extension Medium; Place and Problem." Leader, Morse Salisbury, Chief of Radio Service, U. S. Department of Agriculture.

"Syndicated Programs, How I Handle Them." Leader, Ralph Fulghum, Georgia.

"Getting Results with Radio."

Andrew W. Hopkins, agricultural editor, Wisconsin, and chairman of the editors' radio committee, will present the committee report.

The National Association of Educational Broadcasters is meeting in Madison the same week, August 17-18.

MINNESOTA

"I use mostly local stuff, very often condensing the State and Federal material that I get. Just recently I have selected a topic for my broadcasts, the "County Agent's Mail Bag." I read some of the numerous letters I get (without giving the name of the writers) and give the answers to questions. Usually these questions cover the up-to-the minute news anyhow and it gives the matter local color.

"Mr. Aase, Miss Fertig, and I alternate every Wednesday evening from 7 to 7:15 (over WMFG, Hibbing) and Miss Spriestersbach goes on every Monday morning from 9:30 to 9:45. -----
(August Neubauer, County Agent, Virginia.)
